

Appendix A: PUBLIC PARTICIPATION AND OUTREACH SUMMARY

Outreach for Community Forum Series

The Consultant team will use email blasts, blogs and social networks, and targeted outreach to organizations to make the public aware of four series of community-wide planning forums and to encourage public participation and input. This outreach will be conducted in advance of each of the forum series. Forums will be held at geographically dispersed locations around the city and ETJ, and the public will be invited to participate in the forum of their choice. Attention will be given to informing traditionally underrepresented groups (i.e., low-income, residents in the ETJ, Hispanic, African American, and Asian American) of opportunities for participation. The public will also be made aware of opportunities for participation other than community forums.

Informal Focus Groups

The Consultant team will host up to 4 informal focus groups of 7-12 participants to solicit ideas and input from groups underrepresented in the planning process and/or citizens representing hard-to-reach groups. Focus groups will help fill in informational gaps and identify the interests and needs of traditionally underrepresented group members.

Statistically Valid Community Survey

ETC Institute will conduct a statistically valid survey of residents of the City of Austin and its ETJ to gather input from the general public about issues related to the Comprehensive Plan. ETC Institute will work with city staff and the consultant team to develop questions for the survey, which will be designed to complement the Community Forum meetings while providing the opportunity for more directed input on particular issues. The survey will obtain statistically valid data from at least 200 residents in each of the City's five planning areas and ETJ (a minimum of 1,200 completed surveys). The overall results for the City will have a precision of at least $\pm 2.9\%$ at the 95% level of confidence. The results for each of the planning areas and ETJ will have a precision of at least $\pm 6.9\%$ at the 95% level of confidence.

The City will post an adapted version of the Community Survey on the Comprehensive Plan website and at public libraries to allow additional participation by citizens. City staff will be responsible for compiling the results, which will remain separate from the statistically valid survey results, but provide another opportunity for community participation.

Web Surveys

Concurrent with each of four community forum series, the Consultant team will assist the City in developing a user-friendly web survey to solicit input from those for whom community forums are not convenient. The Consultant team will notify the public of the availability of the community web survey using email blasts, blogs and social networks, outreach to community leaders, and targeted outreach to organizations. Attention will be given to informing traditionally underrepresented groups (i.e., low-income, residents in the ETJ, Hispanic, African American, and Asian American) of opportunities for participation.

Meetings-in-a-Box

A portable version of one or more of the community forums will be developed to use at small gatherings. This concept will allow volunteers to be trained as facilitators and conduct their own forums, capturing valuable public input that can be brought back to the planning team. City staff will be responsible for compiling the results of the Meeting(s)-in-a-Box.

Community Events

During Phase 2 of the comprehensive planning process, the Consultant team will coordinate participation in up to 10 information booths placed at community and public events, and at other locations frequented by the public. Information about the planning process will be displayed and discussed, and participants will be asked to fill out a survey that solicits opinions and interests. Examples of locations where informational booths may be set up are farmers markets, community festivals, school campuses, housing authorities, religious institutions, social service agencies, etc. Attention will be given to encouraging participation from traditionally underrepresented groups (i.e., low-income, residents in the ETJ, Hispanic, African American, and Asian American).

Social Networking

The Consultant team will use social networks to disseminate information about public participation opportunities. Specifically, the team will disseminate information to local blogs and social network sites (e.g., facebook) in advance of the four community forum series, and will inform these populations of the community forum website survey opportunities.

Key/Technical Stakeholder Interviews

The Consultant team will conduct interviews with individual or small groups of stakeholders related to their areas of expertise. The purpose of these interviews will be to learn about current conditions, trends, and initiatives, as well as stakeholders' perceptions regarding important issues for the Comprehensive Plan. City staff will be responsible for scheduling the interviews.

Speakers Bureau and Presentations

Requests for speakers and special presentations will be solicited throughout the project. Speakers Bureau presentations target existing groups and organizations (e.g., neighborhood groups, civic organizations, business groups, special interest groups, etc.). In order to maximize the number of speaking engagements, City staff, Citizen Advisory Task Force members and other community leaders will be recruited to serve on the Speakers Bureau.